

ORDER



Orders	Order / Rev:	105171
	Alt Order #:	06839014
	Product Desc:	Issue
	Estimate:	1565
	Flight Detes:	08/07/12 - 08/14/12
	Original Date / Rev:	08/06/12 / 08/20/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Waterfront Strategies</u>
	Buying Contact:	
	Billing Contact:	
		<u>1010 Wisconsin Ave. NW</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Patriot Majority / <u>Revised</u>
	Demographic:	A35+
	Product Codes:	PLI
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, ISSUE, GEN

New Business Thru: _____
Order Separation: 00:08:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	53	\$62,025.00	\$52,721.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$62,025.00	\$52,721.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCrary	Atlanta	Georgia	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	32%	\$62,025.00
Market	100%	\$193,828.12

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$58,148.44
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$34,889.06
KTUD	1%	\$1,938.28
KVWU	15%	\$29,074.22
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,753.12

Order / Rev: 105171
Alt Order #: 06839014
Flight Dates: 08/07/12 - 08/14/12

Advertiser: Patriot Majority
Product Desc: Issue
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KSJV

Order / Rev: 105171
Alt Order #: 06839014
Flight Dates: 08/07/12 - 08/14/12

Advertiser: Patriot Majority
Product Desc: Issue
Estimate: 1565

Order / Rev: 105171
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 25	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$600.001	0.00	NM		1	\$600.00											
4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR																										
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Week: 08/07/12	08/13/12	M-WTF--	1	\$600.00	0.00																					
E 26	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-T-----	:30	1	\$600.001	0.00	NM		1	\$600.00											
4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR																										
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Week: 08/13/12	08/19/12	-T-----	1	\$600.00	0.00																					
E 27	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$700.001	0.00	NM		1	\$700.00											
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Week: 08/07/12	08/13/12	M-WTF--	1	\$700.00	0.00																					
E 28	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$700.001	0.00	NM		1	\$700.00											
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Week: 08/07/12	08/13/12	M-WTF--	1	\$700.00	0.00																					
E 29	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-T-----	:30	1	\$700.001	0.00	NM		1	\$700.00											
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Week: 08/13/12	08/19/12	-T-----	1	\$700.00	0.00																					
E 30	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$700.001	0.00	NM		1	\$700.00											
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Week: 08/07/12	08/13/12	M-WTF--	1	\$700.00	0.00																					
E 31	KSNV	08/07/12	08/13/12	Olympics Primetime	CM	7pm-12am	MTWTFSS	:30	4	\$6,000.003	0.00	NM		4	\$24,000.00											
Olympics Primetime 2012 SUMMER OLYMPICS: PRIME COVERAGE																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/07/12	08/13/12	M-WTFSS	4	\$6,000.00	0.00																					
E 32	KSNV	08/07/12	08/13/12	Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.001	0.00	NM		2	\$2,800.00											
Today Show																										
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Week: 08/07/12	08/13/12	M-WTF--	2	\$1,400.00	0.00																					
E 33	KSNV	08/07/12	08/13/12	Today Show	CM	658a-9am	MTWTF--	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00											
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Week: 08/07/12	08/13/12	M-WTF--	1	\$1,400.00	0.00																					
E 34	KSNV	08/14/12	08/14/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00											
Tuesday Prime 8-10pm AMERICA'S GOT TALENT (O) 8/14-9/4																										
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Week: 08/13/12	08/19/12	-T-----	1	\$4,000.00	0.00																					
N 35	KSNV	08/13/12	08/13/12	Early Today	CM	4-430am	M-----	:30	1	\$175.001	0.00	NM		1	\$175.00											
Early Today																										
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